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MB Docket No. 04-160 JUL 14 2004

Federal Communications Commission
Office of the Secretary

6/21/04

Dear Commissioners,

Life for broadcasters has always brought change. These changes have included in technology to improve the sound, change in EEO practices to improve the equity in hiring, change in what is acceptable and not acceptable programming, and change in ownership regulations. Change is good; change is what keeps us on our game.

As a general manager of 2 radio stations owned by Saga Communications, Inc. in Bucyrus, Ohio, the only way we can exist is to be the best local station we can be. We do this by providing news, weather and sports to our listeners. We chose to maintain a two person news team to seek out what is important in our area and keep the area informed of local issues. We chose to have a Sports Director locally, to provide the best local sports available. We chose to be engaged in our community through fund raising efforts with the American Cancer Society's Relay for Life and many locally funded organizations. All of these items have costs involved with them, primarily payroll.

Local radio stations like ours are what keep the influx of minorities and women entering the business of radio. By eroding more of the broadcast landscape with local programming via satellite radio providers, local stations like ours will find it more difficult to offer the entry level positions needed in the industry.

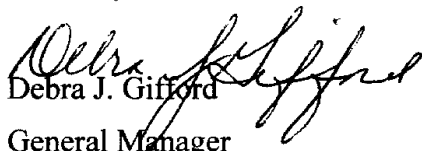
Local radio operated by local people is vital to communities like Crawford County, Ohio.

In the articles I have read about satellite radio, promises were made to you that local programming would not be offered. Why shouldn't these companies be made to stand by these promises? The change of heart can be understood, as they now see the value in local community programming.

I cannot see that allowing XM Radio Inc. and Sirius Satellite Radio, Inc. would improve the landscape for anyone except those that own stock in these companies and those companies that support them in any way.

Please do not permit this change in the landscape for small market radio operators and permit local programming to come from a satellite.

Sincerely,


Debra J. Gifford

General Manager

WBCO-AM/WQEL-FM, Bucyrus Ohio

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